

The Breed That Will Do More **BRANGUS**®

WEST COAST BRANGUS BREEDERS ASSOCIATION

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Winter 2015

Don't Miss Out on WCBBA Membership Benefits!

Our dues help run the association programs! **Membership renewals are due by March 1, 2015. If you don't see your name on the membership list, please renew ASAP!** You can download the membership form from the WCBBA website, or contact any officer to have a membership form sent to you.

Your benefits:

- *Cooperative advertising
- *Internet promotion and exposure
- *Representation at cattle sales and shows
- *Show premiums
- *Referrals from the WCBBA website
- *Sponsorships for Juniors
- *Great Champion buckles (thanks, Steve)

Give **gift memberships** for your cooperators and customers. Give them the benefit of promoting Brangus-sired commercial cattle. They can also enroll in Brangus premium programs. Give **Junior memberships** to your junior buyers so we can support them along the way. **Associate memberships** are a nice retirement gift! They can keep up to date on WCBBA activities while lying on the beach in Hawaii.

The best benefit of being a WCBBA member is the friendships and support you get by being part of Brangus education and promotion in the West. We don't really compete against each other -- our biggest competition for our customer's herd development is the other breeds that want their business. It is **OUR BUSINESS** to see that they stay loyal to **BRANGUS!!**

Meeting at Cal Expo

WCBBA tentatively will hold a general meeting on Tuesday, July 21st at 1:30pm in the Board Room in the Executive Building at Cal Expo, after the Western Region Brangus Classic. Refreshments will be provided. ALL members are invited to attend including juniors, associate members and guests.

Advertising/News

To be included in the WCBBA cooperative ads, you MUST have a current membership. Send in your dues now; deadline is March 1, 2015!

Eared Sale??

The Brangus segment of the Eared Cattle Sale that was originally to be held at Dinuba in Fall 2014 has been postponed. Steve Dunckel and Pam Doiron are still following up on this and we will have a discussion at the general meeting in Sacramento this summer. The sale would include both mature and yearling bulls, bred and open females and pairs. We hope to have details at that time. The drought and herd reductions have necessarily postponed moving ahead at this time.

Carolyn Belden Carson New IBBA Area 6 Rep

Carolyn Belden Carson has been elected the new Area 6 Representative for the International Brangus Breeders Association.

Carolyn has been involved in the Brangus business for 24 years as an owner and manager of Wyman Creek Cattle Company in Palermo (Oroville), CA. Wyman Creek runs about 165 registered Brangus cows and markets bulls throughout California and females through various seedstock consignment sales as well as private treaty.

"We're proud to have built from two open heifers purchased in the fall of 1990 to the herd that is currently ranked sixth in the breed for breeders and owners of Summit Cows in 2014," Carolyn said.

The multi-generational ranch is operated with the intent of building a future for the next generation. They focus on raising cattle and growing and marketing hay in Northern California.

Carolyn expects to serve in a variety of capacities, especially "on building demand for Brangus seedstock through increasing Brangus-sired feeder calf demand throughout all parts of the country."

Congratulations, Carolyn! We all look forward to working with you to promote Brangus!

IBBA Introduces "Brangus Built" Program

Easy identification of Brangus genetics will help commercial producers who wish to purchase Brangus influenced replacements and to "rest assured that cattle are not just red or black with a little ear" according to the IBBA.

Assigned ear tags will have an individual ID number with the Brangus Built logo and room for a personal herd number. This is added value!

For more information, contact the IBBA at the headquarters in San Antonio, 210-696-8231.

Seventh Marana Brangus Bull & Female Sale

The Seventh Marana Brangus Bull and Female Sale will be held on Saturday, January 31, 2015 at the Marana Stock Yard north of Tucson, AZ. The Southwest Brangus Breeders invite you to bid on 45 excellent Brangus bulls offered by members of the SWBBA along with bred and open Brangus registered and commercial females. *In addition, WCBBA members are always invited to consign registered Brangus and Brangus-sired commercial females: bred, open and pairs. For more information please contact Pam Doiron.*

Find Us On-Line

The website address for the West Coast Brangus Breeders Association is:

www.westcoastbrangus.com

If you google "wcbba, you will NOT link to our website; however, if you search "west coast brangus" we will pop up as the first choice.

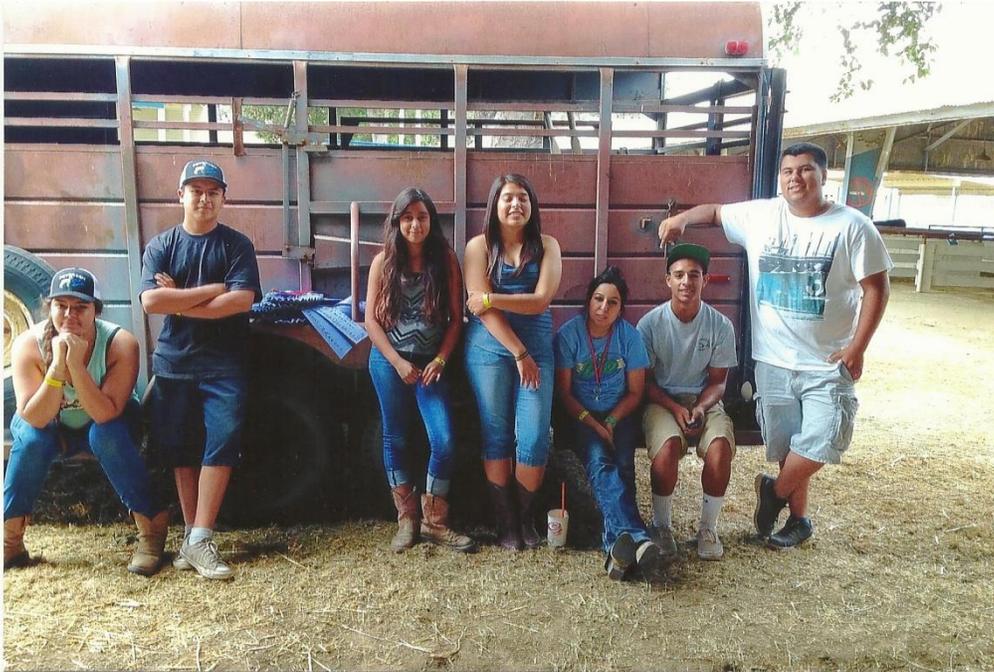
WCBBA Heads Effort to Bring Cattlemen's Day to State Fair

The WCBBA has sent a letter encouraging the reinstatement of Cattlemen's Day at the State Fair during Open Beef Week. The letter to Livestock Show Director, Jay Carlson, can be found on the WCBBA website, and all are encouraged to use it -- or your own wording -- to support getting the cattlemen back in the barn! The letter is now circulating to other breed organizations and we hope to have a concerted effort by fair time. If the Cattlemen's Day doesn't happen in 2015, we hope the Board will vote to reinstate it for 2016. YOUR VOICE IS IMPORTANT!

If you have an announcement or news to share with the rest of the organization, please forward your information to any of the WCBBA Board members and they will see that the information makes it to the next newsletter.

Letters to the "Editor" are welcome, too.

THANK YOU!



PLAYA DEL SUR. 4-H

Crystal and Jasmyn from Playa del Sur 4-H Club, Ventura, California, were guests at the Open Beef Week during the 2014 Cal Expo. Both girls had shown steers or heifers prior to this; however, in their words, "This really opened our eyes to the possibilities of a career in agriculture." They visited with breeders, juniors, got to show in the Open Competition ("I got to show a bull!") and talk to the UC Davis Vet students as well.

This photo is from their thank you note. Glad they had a great time!